



# City Council of Los Angeles



JACKIE GOLDBERG  
Councilmember, 13th District

May 31, 1994

Mr. Barrie Wexler  
Ms. Lynn Wexler  
Phase2 Developers  
2628 Angelo Drive  
Los Angeles, California 90077-2130

Mr. George Rosenthal  
Raleigh Enterprises  
11444 West Olympic Boulevard  
Los Angeles, California 90064

Mr. Kenneth J. Artingstall  
Vice President  
Citicorp Real Estate, Incorporated  
Citicorp Plaza  
725 South Figueroa Street, Fourth Floor  
Los Angeles, California 90017

Mr. Oscar Arslanian  
Arslanian and Associates  
6671 Sunset Boulevard  
Hollywood, California 90028

Dear Barrie, Lynn, George, Ken, and Oscar:

It was a pleasure meeting with you last week regarding a pilot Business Improvement District (BID) along Hollywood Boulevard between LaBrea Avenue and Vine Street, and, eventually, to the east of Vine Street. Your timing could not have been better. My office has been exploring the idea of creating a one to three-year, pilot BID without any type of assessment.

Of course, I recognize that an assessment may be required to sustain the type of activities necessary for a successful BID, most notably through the employment of dedicated staff. However, I do not believe it would be fair to impose an assessment at this time for services which can be greatly improved without one.

I welcome your willingness to assume a leadership role in gaining property owner and merchant support for the concept, especially after what I hope was a frank appraisal of the challenges we face in Hollywood. We must address them if a BID is to succeed.

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Veronica Gutierrez of my staff has spoken with Mr. Mark Brown, who represents the owners of the El Capitan, and has informed him that you may be contacting him. He can be reached at (310)287-2760. Roxana Tynan, also of my staff, has spoken with Mr. Earl Letz, of Paramount Studios and has relayed the same information. Mr. Letz can be reached at (213)956-5055. Both of them, and Mr. Letz in particular, would be great partners in this effort.

Just so that we are clear on what we all mean by a pilot BID, I would like to describe the concept and provide you with an update on some recent developments. If there is any point on which you are unclear or disagree, please contact Veronica so that we can all be on the same wave length.

The pilot BID would consist of an intense effort to coordinate existing resources along Hollywood Boulevard between LaBrea Avenue and Vine Street. It also would require the cooperation of merchants, property owners, and adjacent parking lot owners. The pilot BID would operate without any type of assessment for at least one year, with periodic evaluations on a quarterly basis to ensure that all necessary components of a BID are included and are effective. Of course, some components such as special events and marketing may not be as extensive as they would be with a fully staffed BID, but we can sit down with groups and agencies that may help in this area.

For your information, I am enclosing a "Working Paper on Hollywood Boulevard Management Program" prepared by People for Public Spaces, a New York firm contracted by the Metropolitan Transportation Authority (MTA), as part of the mitigation program, to explore the coordination of special event and support services in Hollywood. The document provides a conceptual outline of a BID, a budget, and a detailed evaluation of existing programs. You may find it helpful in preparing your presentations to property owners and merchants.

I understand that you are interested in limiting vehicular traffic on the Boulevard in order to create a more pedestrian-friendly atmosphere and to enhance the "protected environment" of a BID. As Veronica mentioned to you, merchants on the Boulevard have been historically opposed to the concept of limiting vehicular access. But I am interested in considering this option if we can gain the necessary support from the merchants and parking lot owners.

I will be happy to meet with you again once you have developed more details in your BID concept. You may want to keep in mind that many of the resources we would want to focus on in this area are already being upgraded. The following is an update on their status and tentative timelines for their improvement:

**INFRASTRUCTURE:**

Cleaning: The existing program administered by the City Department of Public Works consists of street planter maintenance and sidewalk maintenance by a company that uses high pressure water application. My staff has been working with Department staff to modify the contract so that we have a more effective program. Initial indications are that the cost for a better program will be higher than expected. I hope to have some closure on this by the end of the summer.

However, there is another, very affordable program which I support and which is currently being administered by the Hollywood Chamber. It is the Adopt-A-Block program. The program consists of an intensive initial cleaning and daily maintenance, including graffiti removal and litter pick-up. Up to now, 11 blocks have been adopted. Of course, the effect of this type of program depends on participation of more companies in an area of consecutive blocks.

I am enclosing for your information a copy of a letter from the Chamber to MTA which describes the program. It is my intent to have the MTA Construction Mitigation Program adopt the blocks within the mitigation boundaries, both sides of the street for two blocks on either side of the station construction, and some side streets as well. I am enclosing a copy of the mitigation boundary maps for your information.

Depending on the paperwork necessary, MTA participation in the Adopt-A-Block program may begin as soon as July and as late as September. It is critical that any blocks not picked up by MTA be picked up by the property owners whose cooperation you are seeking for the BID.

Facade Improvements: As Veronica mentioned to you, the Community Redevelopment Agency's (CRA) Facade Improvement Loan Program is a stand alone program that could do more if more property owners took advantage of it. For information about this program, please contact Len Betz of the CRA at (213)461-1066.

Lighting: My office is working on several programs to improve the side street lighting north and south of Hollywood Boulevard. These are best described as separate phases.

Phase I consists of increasing the wattage of existing side-street lighting within the MTA mitigation boundaries to a two-foot candle standard. The initial cost will be borne by MTA. The first streets to be done will be those with parking lots serving Hollywood Boulevard. The remainder of the streets in the mitigation areas will follow. I expect work to commence on this

phase in July. After metro construction, the slightly increased maintenance cost of the improved lighting will be assessed from property owners.

Phase II consists of CRA-funded improvements for side streets one block north and one block south of Hollywood Boulevard between LaBrea and Gower. It differs from Phase I in that it includes a much wider area and does more than increase wattage of existing lighting. It will include installation of new light poles in areas without them, also at a two-foot candle standard. Property owners will not pay for the installation, but will pay a slightly increased maintenance cost. Although public meetings are not required for the new installation, I would like to hold them so that people understand why their maintenance assessment may increase. This improvement will go a long way toward reducing the contrast between a very bright Hollywood Boulevard and relatively dark side streets. I expect work to commence on this phase toward the end of the year with a duration of approximately one year.

Phases III and IV will consist of similarly publicly funded improvements along the Sunset Boulevard and Santa Monica Boulevard corridors in future years.

**PROGRAMS:**

Security: Currently, there are two security programs on the Boulevard. One is funded by CRA and consists of unarmed guards on foot patrol along Hollywood Boulevard between LaBrea and Gower. The other is part of the MTA mitigation program and consists of armed vehicular patrols in the mitigation areas, including the parking lots. In an effort to improve this service, my staff and the Mayor's staff have been working on consolidating these programs.

On Wednesday, June 1st, the Board of the Rail Construction Corporation (RCC), a subsidiary of MTA, will consider a motion to consolidate them and to have its staff supervise them as one program. The CRA Board will consider the same action the following day on Thursday, June 2nd.

I fully support this action based on the feedback I have received about both programs. Assuming that both the RCC and CRA adopt the proposal, and that the MTA and City Council ratify this action, the newly consolidated program, with a single contractor, will begin to operate in August.

Parking: A coordinated parking program is virtually non-existent in Hollywood. So far, the MTA mitigation program has had two goals: 1. to provide replacement parking for street parking

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eliminated by construction; and 2. to improve the routes from parking lots to the Boulevard.

The first goal has been addressed partially by the two-hour free parking program at the City's Cherokee-Whitley parking structure just north of the Boulevard. This program will commence on July 1st. It will allow two hours of free parking with a \$1.00 fee per hour for each subsequent hour.

The second goal has been addressed partially by the planting of new trees along the sidewalks leading from the parking lots to the Boulevard. Of course, security for the lots is a major element of the parking program as well.

My office will be working directly with MTA staff to ensure that a more comprehensive parking program is implemented. One of the items that staff is exploring is the idea of trolley cars (possibly converted motorized vehicles) operating from the parking lots to the Boulevard. Another idea is to assist parking lot owner with capital improvements to their lots in return for limited free parking and more reasonable rates. Due to the cost of such improvements, MTA mitigation funds will likely be inadequate. We will keep you posted on any developments in this area.

Marketing: As with parking, there has never been a concentrated effort to market Hollywood as a whole. However, the MTA mitigation program provides the perfect vehicle to do so. Currently, my staff is working with MTA Marketing Department staff to develop two programs. One involves a marketing research study to be completed approximately in September. That study will form the basis of the long term marketing program for the duration of Metro construction.

Of course, in the interim, we cannot lose sight of the fact that the summer is Hollywood's busiest period and that we should provide some type of marketing prior to September. Toward that end, my staff has met with theater and cinema operators to get their input on a general, Hollywood promotion program. We will be meeting with area merchants in June for the same purpose. The theater and cinema operators rejected the idea of participating in an advertising cooperative subsidized by MTA. The merchants may do the same, but I want to make sure that they are offered an opportunity to participate.

Once we get more input, the summer marketing program will be better defined. But up to now it looks like it will consist of, at a minimum, a marketing and signage program to promote the free parking at the Cherokee-Whitley parking structure. Other items that are being explored include possible radio spots to highlight

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some of the unique features of Hollywood, such as the wealth of theatrical options in one area and the last bastion of large screen cinemas in Southern California. It will likely include a walking map/brochure highlighting locations on the Boulevard.

Although much needs to be finalized, I expect some type of marketing to begin prior to implementation of the free parking program on July 1st.

Special Events: Although there are many events and quality programs on the Boulevard, there is virtually no coordination or planning to hold them on a consistent basis. This is an area that we should develop further.

As may be obvious from this list, most of the resources available for a pilot BID emanate from the MTA mitigation program. It is up to us to pick up where the mitigation program leaves off. Barrie and Lynn, your efforts and leadership in this regard are especially appreciated. I understand that you would like to operate from the perspective of a stand alone program that would take advantage of existing programs. I agree that this approach may work best because it will allow us to crystalize the elements of the program without being limited to existing ones. I look forward to working closely with you and hope that you will not be surprised when I refer potential partners to you.

If there is anything I have left out, please do not hesitate to contact Veronica with your input. My staff and I will be happy to attend any working meetings you may coordinate for this effort. Again, thank you for your leadership and responsible approach to this program.

Sincerely,

JACKIE GOLDBERG  
Councilmember, 13th District

Enclosures

cc: Mark Brown  
Earl Letz

JG:vg